Marketing and Communications Advisory Committee Meeting

May 14th, 2018

Committee: (by phone) Garry Wyndham (chair), Scott Minor, Jeanne Alford, Kathryn Reed.
Staff: John Franco

Agenda:

John Franco again asked the committee for advice and guidance on the deployment, strategy and metrics for the upcoming ‘Entry Level Campaign’. Particularly landing pages and the call-to-action after the TV ads

Adult Entry Level Campaign:

John Franco reviewed again this campaign and the Value Prop: ‘For anyone who wants to be fit and have fun doing it, playing tennis is social exercise that’s not just great cardio and entertainment, it’s a lifestyle choice that will reward you for a lifetime.

Jeanne Alford and Kae Reed noted that the call-to-action should have active verbs. ‘For free’ is always good

Scott Minor suggested separate buttons in the landing page for ‘Adults’ and for ‘Kids’. Scott kindly offered to sit down with John Franco for some coaching on SalesForce.

Kae Reed asked about localized info. John Franco said that TSRs had list of top 25 providers in each section. Scott Minor noted that SalesForce could take actions like ‘put me on a list of what’s happening near me’. Kae Reed emphasized importance of responding to any interest shown

Jeanne Alford: Mobile ready? John Franco: ‘Yes’

‘LoveYourFit.net’ is the url that goes to the landing pages. Some club owners (Margie Campbell e.g.) have offered to review our landing pages. And John Franco will check with some coaches he knows. Ads will start end on May 2018.
Jeanne Alford: should do some pre-launch PR stuff. John Franco: we can piggyback on NetGeneration campaign. Jeanne Alford talked about hyperlocal and suggested that Mylene Mukhar research www.patch.com

**Metrics:**

Jeanne Alford: Establish a baseline before kickoff. Growth in millennial memberships? Click-throughs? Signups?

Kae Reed: Google Analytics can help. How many landed on page(s)? How did they get there?

**New TV Ads:**

Committee viewed three new TV ads. We congratulated John Franco on their quality.

**ACTION:** John Franco to circulate suggested landing pages for committee comment and advice. 5/18/2018

**Next Meeting:**

TBA. Targeting July 2018

Garry Wyndham, May 15, 2018